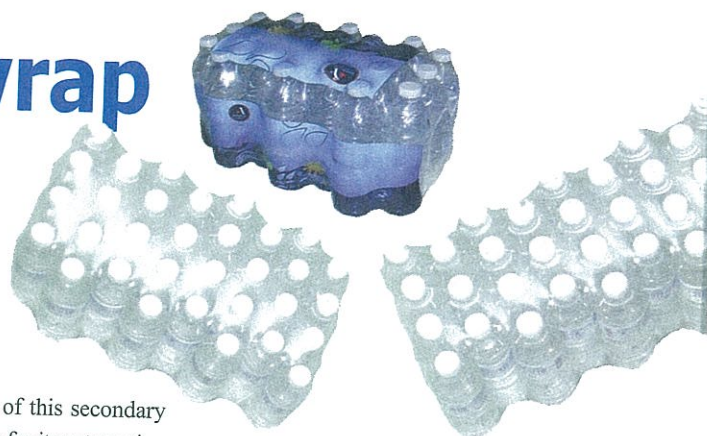


# Honeycombed wrap is sweet option

Multiple configurations with this cost-efficient, eco-friendly shrink-wrap packaging solution



**A**N ORIGINAL, cost-efficient, eco-friendly packaging solution collates products on its shrink-wrappers in order to create honeycombed packs. These staggered bottle configurations, recently developed by Cermex, offer many advantages for bottlers. At the same time the pack concept benefits their customers in terms of packaging stability, originality and automation as well as the accrued economic and ecological benefits.

The main advantages of this secondary packaging and the solutions for its automation are first, original and multiple configurations; and secondly, improved pack stability and rigidity.

**Multiple ways to market a product** The originality of more attractive pack displays on supermarket shelves contributes to boosting sales. Since a multitude of pack shapes possible are possible, honeycombed packs

offer great opportunities in terms of design and promotional marketing.

**Large product collations** Honeycombed packs can be adapted to all types of cylindrical products from 0.25 to 1.5L, where large product collations are required such as water, soft drinks and juices and some food products.

**Alternate rows create stability** By using a configuration of alternate bottle rows, and consequently creating more points of contact, the honeycombed pack is more stable and rigid.

## Elimination of corrugated support

The resulting pack rigidity makes it possible to purely and simply do away with any corrugated support (tray, u-board or pad) originally required for traditional packs. This gives rise to numerous advantages such as:

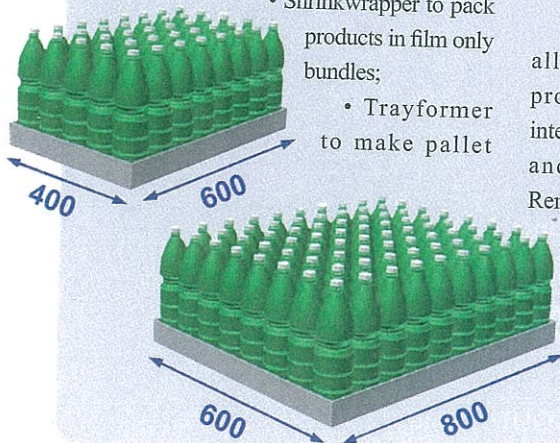
- A significant financial saving in packaging costs – depending on the cost and dimensions of the corrugated support previously used, an annual saving could reach several hundred thousand euros depending on the products, speed and production data.
- A reduction in machine investment cost – saving on the purchase of a corrugated support module
- Pallet optimisation and consolidation – Up to 20% more bottles per layer depending on the patterns, consequently reducing the cost of pallet storage
- Greater safety in manipulation in the distribution chains – No risk of pack deterioration during manual or automated handling owing to the improved solidity of the honeycombed packaging.

## Cost- and eco-friendly pallet displays

MEETING new demands from large-scale retail trade for bigger and bigger packs capable of containing a higher number of products, the special XL version of Smiflexi packers ensure remarkable economic and logistic advantages. The extra large version of the shrinkwrapper can pack a large range of containers both in standard size cases and trays and in maxi trays – measuring  $\frac{1}{4}$  europallet (400x600 mm) and  $\frac{1}{2}$  europallet (600x800 mm) – known as pallet displays.

Performing the operations commonly carried out by three different packaging machines, the XL also serves as:

- Shrinkwrapper to pack products in film only bundles;
- Trayformer to make pallet



display trays of  $\frac{1}{2}$  europallet (600x800 mm); and

- Trayloader to insert products into large pallet display trays.

The XL version of the WP wrap-around casepackers can also perform packaging solutions that commonly require the use of two different machines:

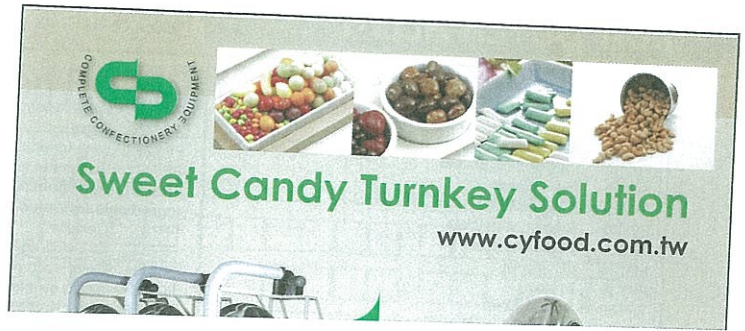
- Tray or case former to pack products in traditional configurations (2x3, 3x4, 3x5 and 4x6); and
- Trayformer to pack a high number of products into trays equal to  $\frac{1}{4}$  and  $\frac{1}{2}$  europallet.

The combination of these technologies allows users to dramatically reduce production costs, thanks to the deep integration and simplification of secondary and tertiary packaging operations. Remarkable savings in of TCO (Total Cost of Ownership) of the bottling and packaging line during its whole life cycle can be expected with this investment, according to SMI.



## point of sale

The reduction in secondary packaging means that honeycombed packs are not only economical, but also easy to recycle given that only one material – film – is used. Honeycombed packs consequently make a significant contribution to protecting the environment and reducing waste. The reduction in carbon footprint is proportional to the reduction in packaging waste.



COMPLETE CONFECTIONERY EQUIPMENT

**Sweet Candy Turnkey Solution**

[www.cyfood.com.tw](http://www.cyfood.com.tw)

The advertisement features a logo with a stylized green 'S' and the text 'COMPLETE CONFECTIONERY EQUIPMENT'. Below the logo is a collage of four images: a tray of colorful candies, a bowl of dark chocolates, a tray of green and white candies, and a pile of nuts. At the bottom of the advertisement, there are images of industrial machinery, likely used in confectionery production.